



VAP Penetration

1997 Objective:

Increase VAP penetration in contracted calls.

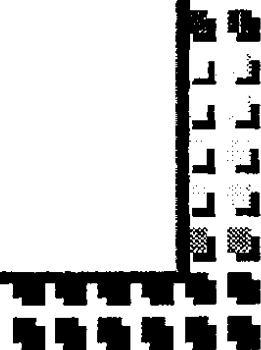
Results:

1996

70%

1997 YTD

82%



1997 Share Performance

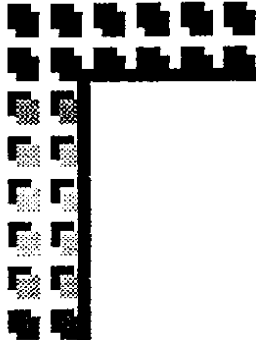
YTD 1997 Share Performance

AIM

Buffalo Region (All Outlets)

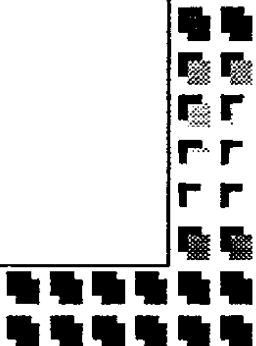
<u>Brand</u>	<u>96 Base</u>	<u>97 YTD</u>	<u>97 YTD vs. 96 Base</u>	<u>97 Objective</u>	<u>97 YTD vs. Objective</u>
RJR FP SOM	13.55	13.30	-.25	13.55	-.25
Camel (x-reg) SOM	3.52	3.66	+.14	4.12	-.46
Winston SOM	5.03	4.94	-.09		
Doral SOC	14.80	15.52	+.72	16.53	-1.01
RJR Savings SOC	31.35	30.91	-.44		

Through August



Volume Performance

1997



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YTD 1997 Volume Performance

	YTD 97	YTD 97
	Cases	vs. 96
Camel (x-reg)	57,493	+12.49%
Winston	76,590	-2.12%
Salem	48,779	-.22%
RJR Full Price	213,642	+1.50%
Doral	63,362	+2.29%
Monarch	37,169	-7.83%
Forsyth	21,785	-21.97%
RJR Savings	124,460	-6.52%
 RJR Total	 338,103	 -1.60%

Through September

YTD 1997 RJR Volume Performance vs. Industry
% Change YTD vs. YTD 96

	Industry	RJR
Full Price	+ 3.66	+ 1.50
Savings	- 5.45	- 6.52
Total	+ 1.15	- 1.60

Through August

1997

Product Availability

YTD 1997 Product Availability

	Objective *	1996	YTD 1997
New Brand Introductions:			
Red Kamel	95%	N/A	73%
Doral Box	95%	N/A	60%
Key Box Styles:			
Camel Lt Box	95%	94%	96%
Camel Filter Box	95%	94%	97%
Winston Box	95%	93%	95%
Winston Lt Box	95%	80%	89%

* 75 CPW calls

- Availability for all National and Region Specific brands has increased during 1997



1997 Presence

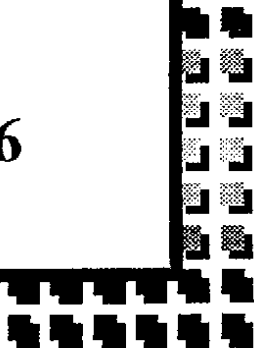


Package Outlet Presence

1997 Objective:

- 1) Maintain Year End 1996 Pack Outlet Universe
- 2) Gain Additional Footprints (68% of Pack Contracts with 2 FPD's)

Results:

- Pack Outlet CIV under contract decreased slightly. **53% YTD vs. 1996**
 - 64% of package contract have 2 FPD's. **+16% vs. 1996**
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Traditional Carton Outlet Presence

1997 Objective:

- 1) Maintain critical presence and merchandising in targeted key players.
- 2) Reduce contractual liability in non-player accounts:

Results:

- Traditional carton outlet CIV under contract decreased 13% YTD vs. 1996.
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Cigarette / Tobacco Store Presence

1997 Objective:

Maintain Year End 1996 CTS Presence.

Results:

- CTS Outlet CIV under contract decreased slightly. - 1.26% vs. 1996
- 68 New CTS Outlets have opened YTD.

PM Exclusive Lockout

1997 Objective:

Maintain/decrease present CIV where we are locked out.

	<u>1996</u>	<u>1997 YTD</u>
% CIV Lockout		
Chain & Independent Accounts	12%	12%
% CIV Lockout		
Independent Accounts	7%	7%



Promotion



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Retail Accrual Match

1997 Objective:

- 1) 50% match in contracted package accounts.
- 2) 50% match in contracted traditional carton accounts.
- 3) 100% match in contracted CTS/RS accounts.

Results: *

	<u>1996</u>	<u>1997 YTD</u>
Pack	22%	40%
Traditional Carton	17%	55%
CTS/RS	55%	79%

* Independent Calls